



## Helping You Recruit New Fire Fighters!

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**WTOC 11**  
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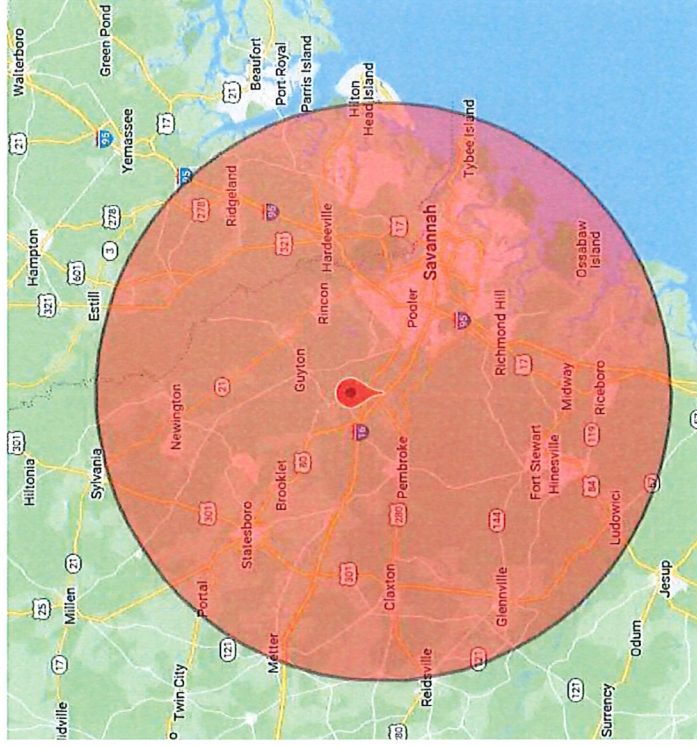


# What You Told Us

- Effingham County Fire Department needs to hire new recruits.
- You have a very competitive benefit package, and you will pay for their training.
- Once they graduate from Fire Fighter school, they receive a pay increase.
- You are looking to hire adults aged 18-44.
- You have a new class starting in January, and you need help filling it!



# Target Audience



- *Demographics Utilized for Strategy*
  - Adults 18 - 44
  - Job Seekers
  - HHI \$50K or Less
  - Savannah DMA - 20 Counties

# Market

## Area

Market Rank **87**

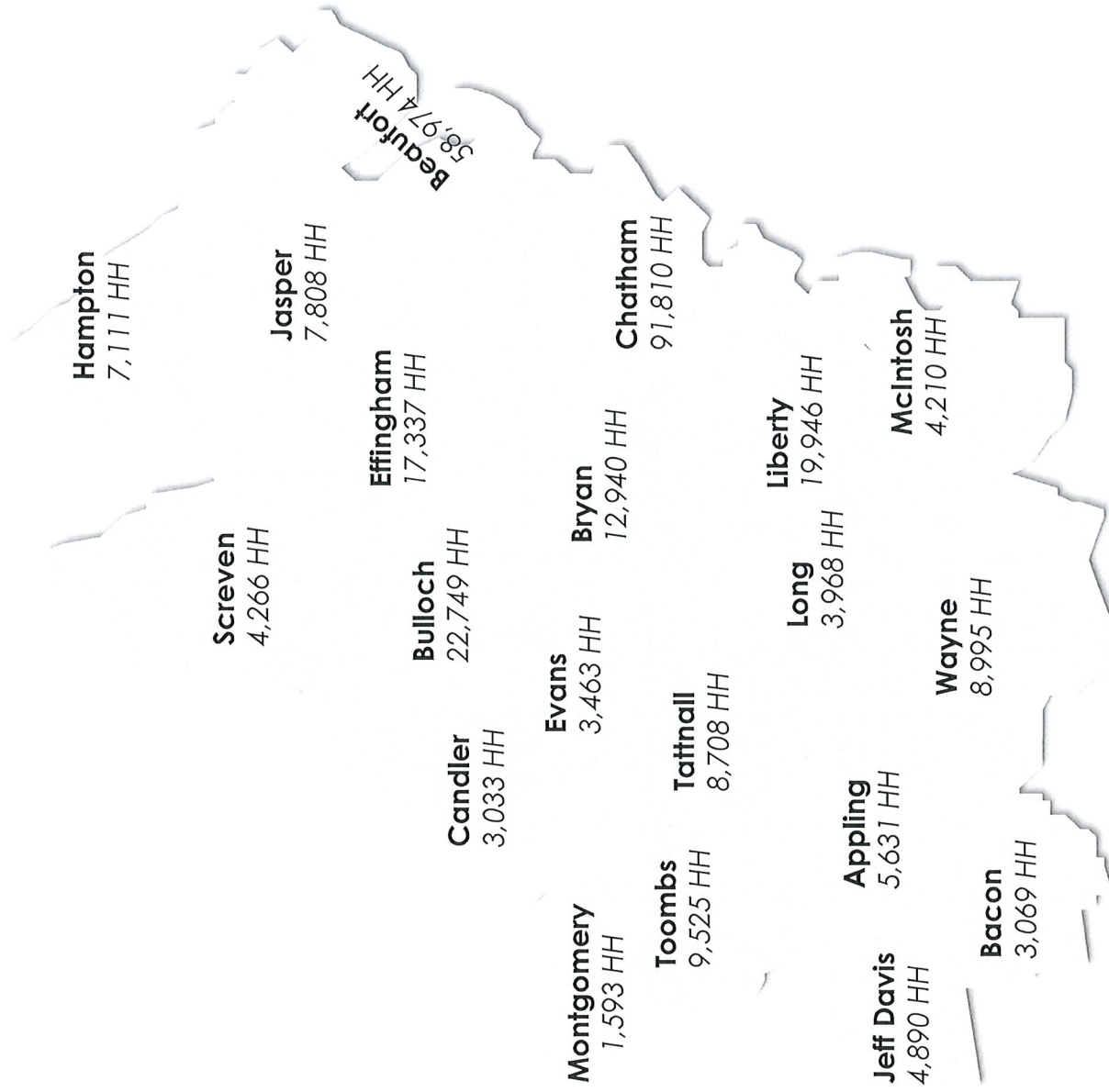
Market Area HH **300,026**

% of US **.298%**

Cable Penetration **47.4%**

ADS Penetration **37.3%**

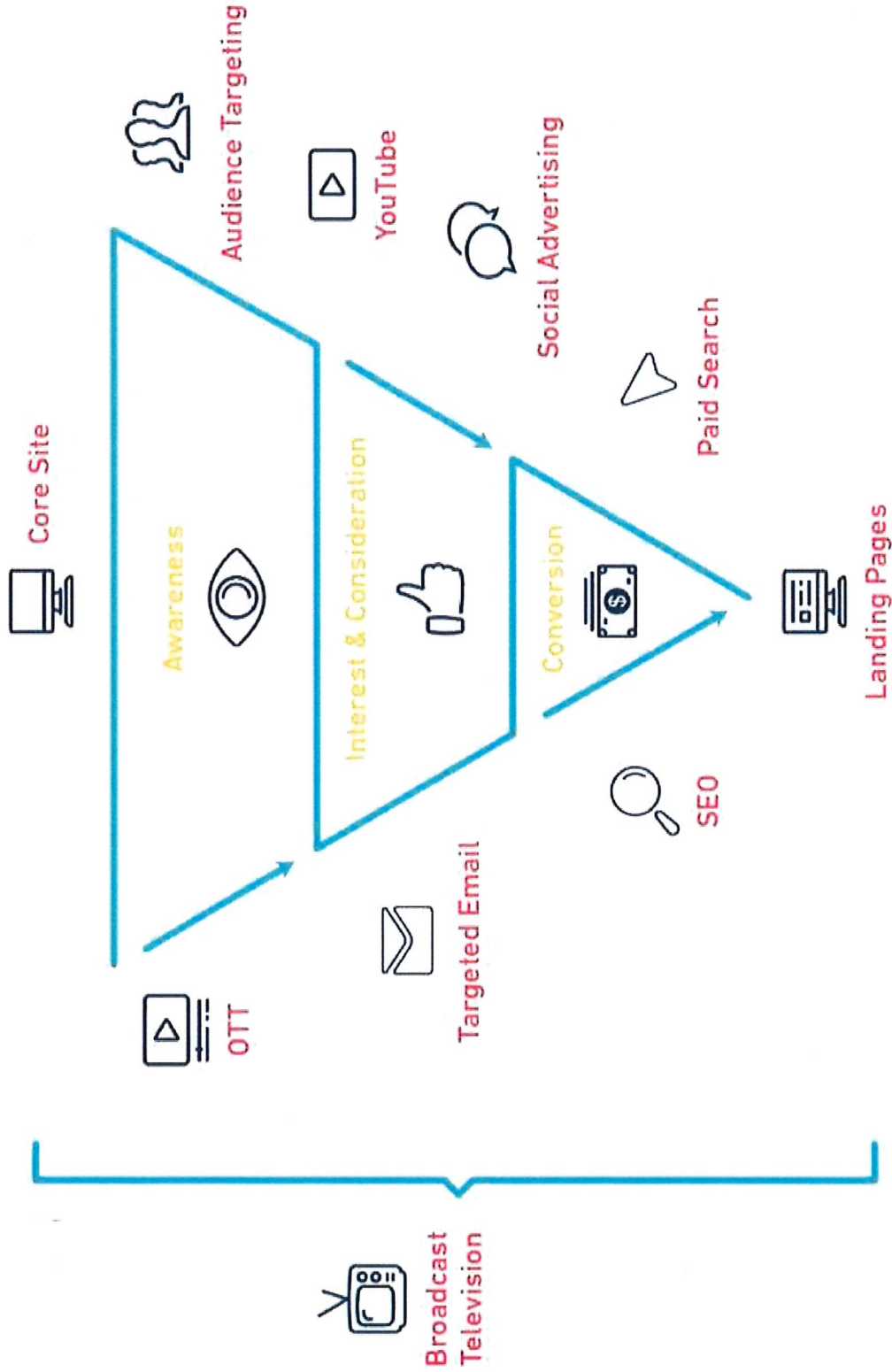
Over the Air **15.3%**



Source: Comscore

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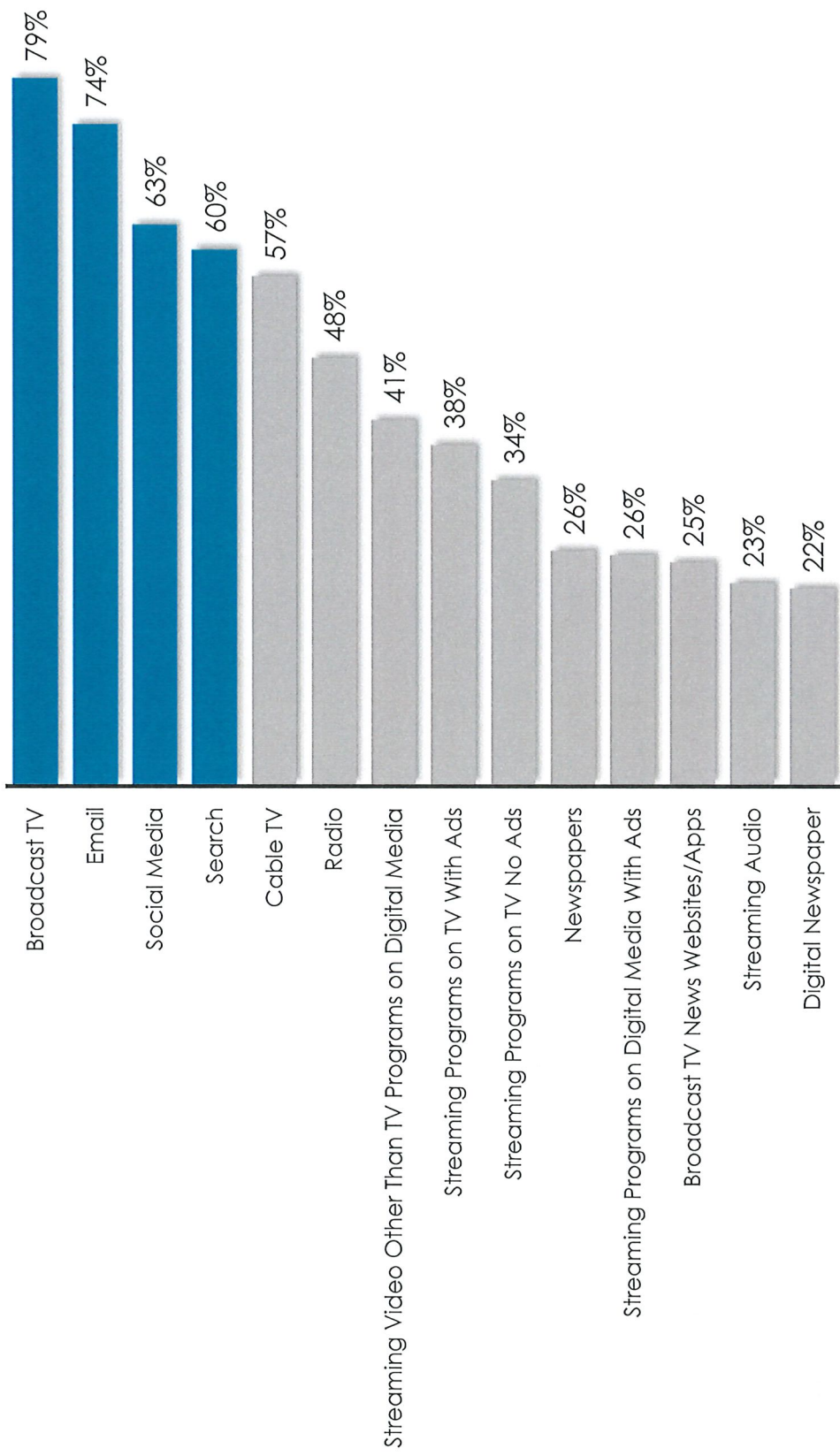
# Our Solutions





# Broadcast TV and Digital have Highest Reach

Based on Percent of Adults 18+ Reached



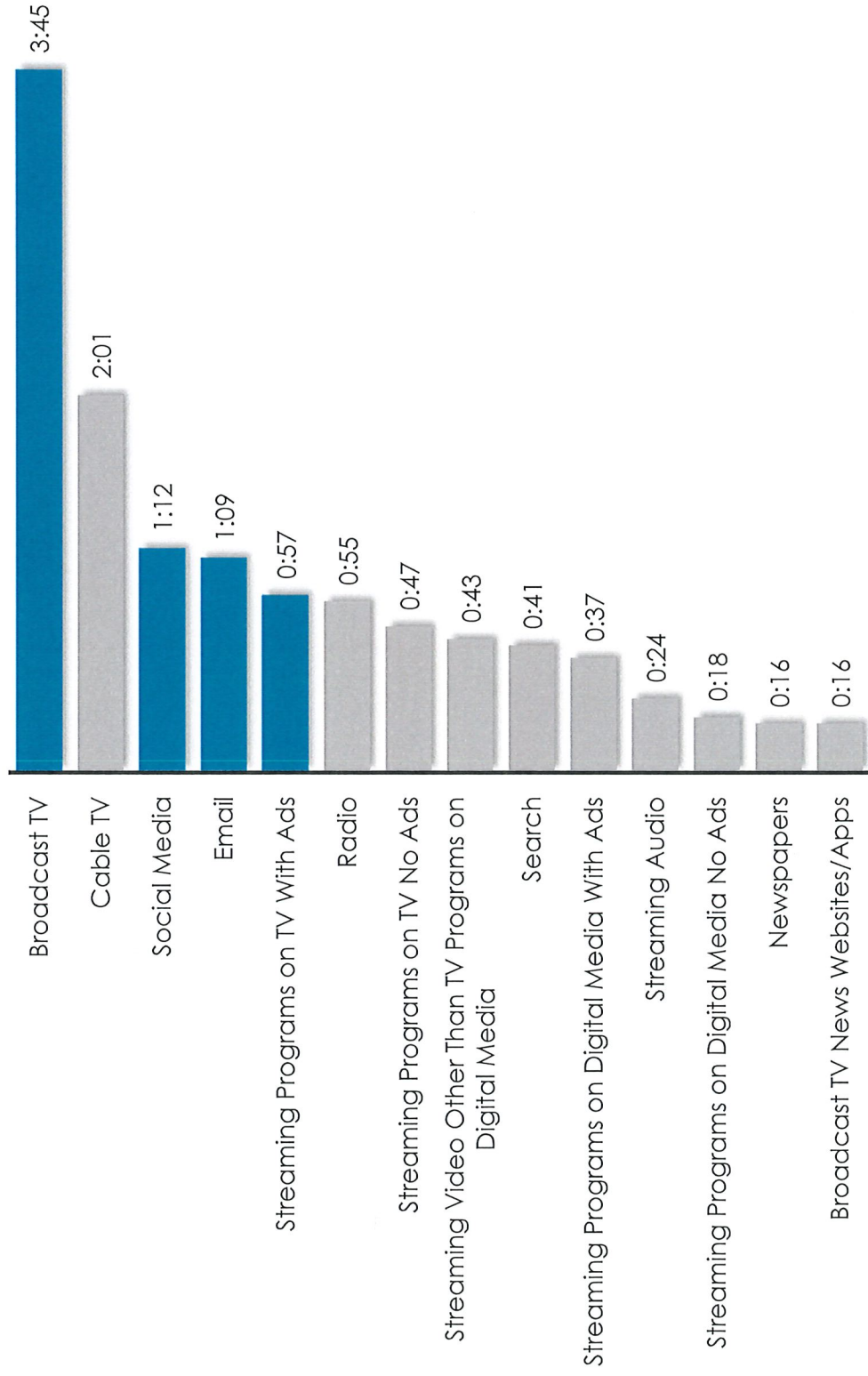
Source: Gfk TVB Media Comparisons 2021





# More Time is Spent with Broadcast TV and Digital

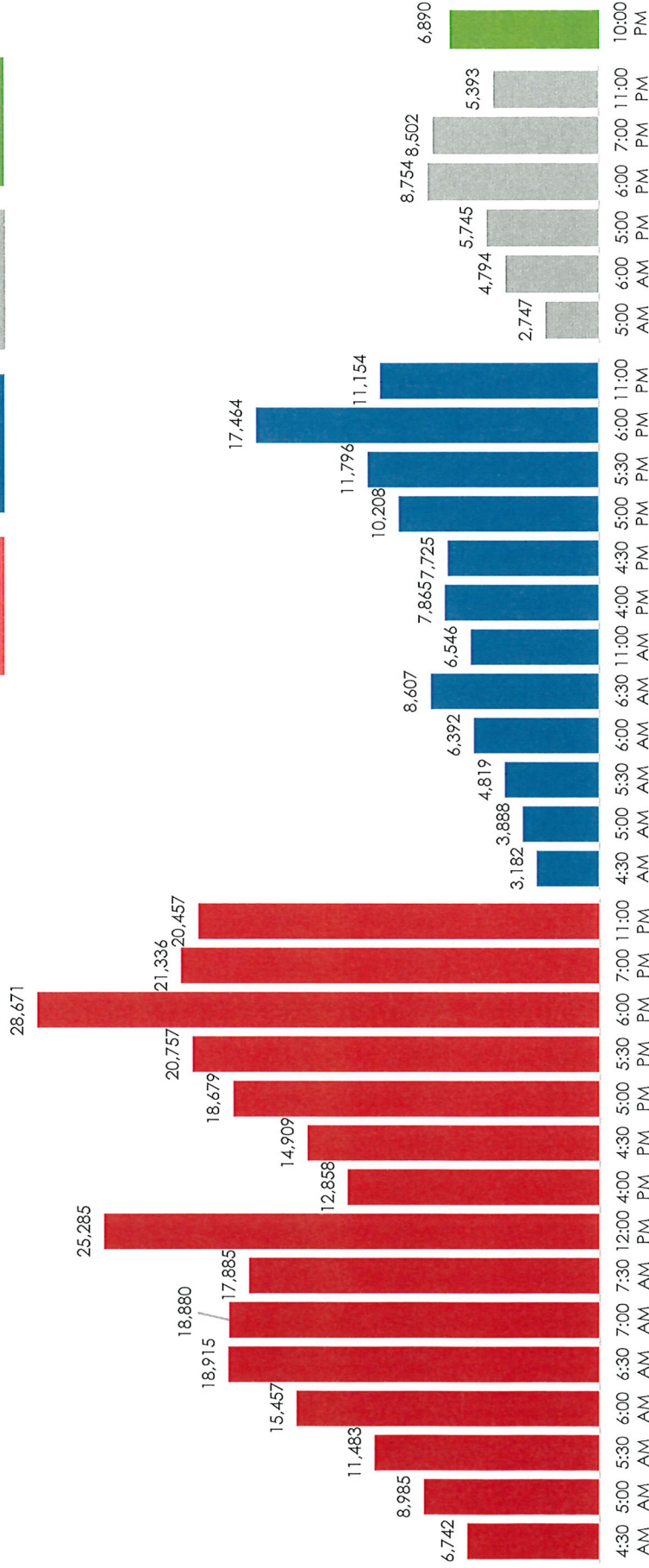
Based on Time Spent Adults 18+ (In Hours : Minutes)



Source: Gfk TVB Media Comparisons 2021



# WTOC #1 in the Savannah Market



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Source: Comscore StationView Essentials June 22







# Targeted Broadcast Campaign

Campaign Dates: November 28<sup>th</sup>- December 18<sup>th</sup>

Program	Day	Spot Length	Time	Total Spots
CBS Mornings	M-F	:30	7am-9am	8x
WTOC Morning Break	M-F	:30	9am-10am	6x
WTOC News at 4:30pm	M-F	:30	4:30pm-5pm	5x
WTOC News at 5:30pm	M-F	:30	5:30pm-6pm	4x
CBS Sports Weekend Rotator	Saturday-Sunday	:30	12pm-7pm	6x
WTOC News 7pm After College Football	Saturday	:30	7pm-8pm	2x
Bounce Rotators	Monday-Sunday	:30	4:30a-2a	30x

Demo: Adults 18-44

Total Commercials: 61x

Total Impressions: 608,300

Reach: 92% of the market in just 3 weeks!



# Targeted Email



- Double opt-in audience (verified audience)
- 140M+ targetable subscribers and over 1.5M fresh pieces of data per month
- Targeting: Geographic, Demographics, Online Behaviors and Interests, Income, Education, Lifestyle, Homeowner/Renter etc.



**Guaranteed 10% Open Rate & 2% Click Through Rate**



# Email Count

**Geographic Area -**  
Savannah DMA - 20 Counties

**Demographic -**  
Adults 18 - 44  
Job Seekers  
HHI \$50K or Less

Email Count Results - 52,081 Emails

**Recommended Campaign:**  
25,000 Emails





# September Digital Statistics

## WTOC Desktop/Mobile Site



**3.25 million** Page Views  
on WTOC.com/Mobile Site



**1,149,253** Visitors on  
WTOC.com/Mobile Site

## Social Media



267k Facebook Followers



69k Twitter Followers

## News App



## Weather App

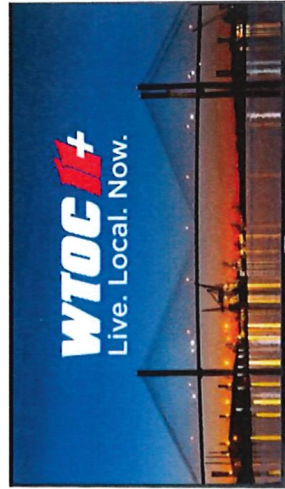


**1.1 million** Pageviews

**8.9 million** Pageviews

35,846 Unique News App Users

85,714 Unique Weather App Users



## WTOC +

167,625 Video Plays on WTOC +

113,206 Sessions

14,185 Active Users



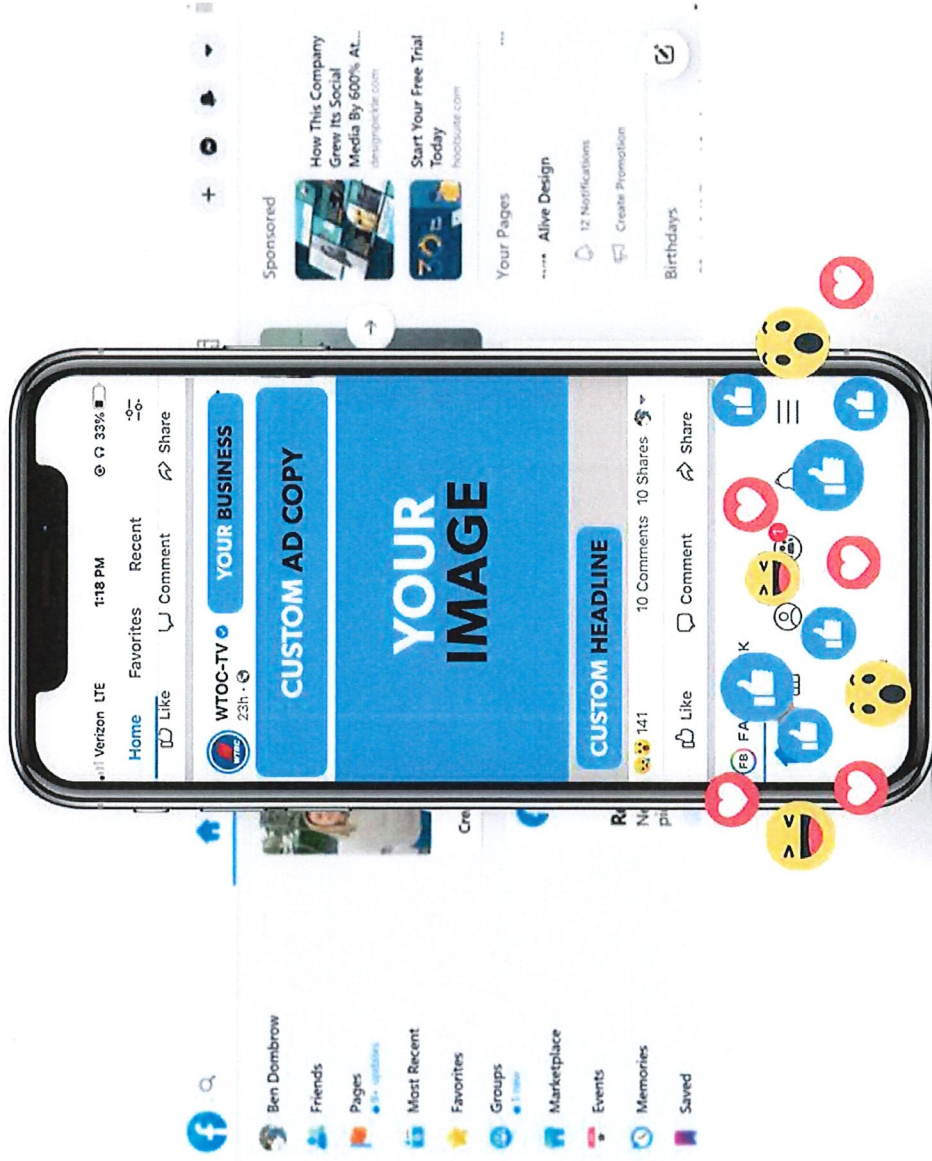


# Targeted Social Media

Facebook and Instagram Impressions



## Engage Users On a Personal Level



- Target your audience based on age, gender, geography, and interests
- Have your page tagged from WTQC's Facebook Page



# The Marketing Strategy

## Campaign Elements

- 31x Commercials on WTOC in News and Sports programming Reaching 91% of the Savannah Market aged 18-44.
- 25,000 Targeted Emails sent to Adults aged 18-44, Job Seekers, in the Savannah Market (deployed on date of your choice)
- 75,000 Targeted Social Media Impressions
- Added Value:
  - 30 Commercials on Bounce TV
  - Production of Creative for each element

December  
2022

**\$5,125**

Total Investment



  
\_\_\_\_\_

Client Signature

\_\_\_\_\_

Date

Advance notification is required for all cancellations. TV/Digital sponsorships require 30-day written cancellation. Monthly broadcast schedule & WTOC digital products require a minimum of a two-week cancellation notification. Monthly extended network digital campaigns require a 30-day written cancellation after a minimum of 90 days. Any exceptions must be approved by WTOC station management. All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising)

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